

APPROVED MINUTES
CHARLESTON COUNTY PARK & RECREATION COMMISSION
REGULAR COMMISSION MEETING
VIRTUALLY VIA CHARLESTONCOUNTYPARKS.COM
861 RIVERLAND DRIVE, CHARLESTON, SC, 29412
MONDAY, JANUARY 25, 2021

Commission Members Present: Mr. Teddy Manos, Mr. Collin Bruner, Mr. Eduardo Curry, Ms. Dale Aren (via teleconference), Ms. Lisa King, Ms. Mattese Lecque, and Mr. Brad Taggart

Staff Present: Mr. David Bennett, Mr. Kevin Bowie, Mr. Charlie McManus, Mr. Phil Macchia, Mr. Greg Elliott (via teleconference), Ms. Renee Dickinson (via teleconference), Mr. Steve Hutton, Ms. Patty Newshutz (via teleconference), Mr. Tommy Hale (via teleconference), Ms. Shanté Ellis, Ms. Marcie Chiappone, Ms. Lisa Knisley-White (via teleconference), Mr. Eric Stewart (via teleconference), and Mr. Randy Woodard (via teleconference).

Legal Counsel Present: Mr. Dwayne Green

Guests Present: None

I. Call to Order and Welcome

- A. Introduction of Guests and Notification to Media

The Charleston County Park & Recreation Commission met on Monday, January 25, 2021 at the CCPRC Headquarters, Charleston, SC and virtually via www.charlestoncountyparks.com. Mr. Manos, Commission Chair, called the meeting to order and welcomed those in attendance. Mr. Manos informed those present that notification of the meeting was sent to the local news media and others requesting notification.

II. Public Comments and Presentations

- A. None

III. Approval of Minutes

- A. (ACTION) Approval of minutes of December 14, 2020 Regular Commission Meeting

Motion to approve the minutes of the December 14, 2021 Regular Commission Meeting was made by Ms. King, seconded by Mr. Curry, and approved by the Commission. (#020-2021)

IV. New Business

Motion to amend the agenda to move new business item V to VI was made by Ms. Lecque, seconded by Mr. Taggart, and approved by the Commission. (#021-2021)

- A. (ACTION) Election of Officers

Motion to nominate Collin Bruner for the office of Chair, Eduardo Curry for the office of Vice Chair, and Dale Aren for the office of Secretary/Treasurer was made by Ms. Lecque, seconded by Ms. King, and there being no other nominations, Collin Bruner, Eduardo Curry, and Dale Aren were elected by acclamation. (#022-2021)

- A. Planning and Development (P&D) Update

Mr. Bowie presented an update on the following Commission approved Capital Projects:

- **Folly Beach Fishing Pier**
 - Mr. Bowie showcased the current phase of construction.
- **Johns Island County Park**
 - Mr. Bowie shared the site plan for the off-leash dog areas. He noted the area is expected to open in the spring.
- **Palmetto Islands County Park**
 - Splash Island timber slide tower needs to be replaced after 27 years of use.

B. Financial Report

Mr. McManus presented and reviewed the checks over \$7500 and financial reports for the month of November. He noted that there are no current year to date transfers and fund balance is up 13%. Mr. Bennett commended the staff for their work on getting the agency to this point.

- a. (ACTION) Drug Testing, Background Screening, I-9 Services & E-Verify Contract – Approval Motion to enter into a contract with Total Insight Screening, Inc. for one year to provide drug testing, background, screening, I-9 and E-Verify services. The cost for the first year of services is estimated at \$48,000 and future services not to exceed the annual budget with funds coming from the approved Human Resources Budget was made by Mr. Taggart, seconded by Ms. Lecque, and approved by the Commission. (#023-2021)

Motion to move Old Business from item IV to V was made by Ms. Lecque, seconded by Mr. Taggart, and approved by the Commission. (#024-2021)

V. Old Business

A. None

Motion to enter into Executive Session for contractual/legal matters was made by Mr. Curry, seconded by Ms. Lecque, and approved by the Commission. (#025-2021)

Upon exiting the Executive Session, Mr. Manos stated that no action was taken.

VI. New Business

C. Commission Highlight: Holiday Festival of Lights (HFOL)

Mr. Macchia noted that the Holiday Festival of Lights Steering Committee wanted to showcase the festival's highlights.

Mr. Elliott thanked the Commission and Executive Management Team for allowing staff to change the festival in a way that best protects the customer and staff while supporting the continuation of this great

family tradition. The agency took the more challenging road and pushed through successfully. Mr. Elliott recognized and thanked the James Island County Park (JICP) staff, Randy Woodard (JICP Manager), Kristen Allen (JICP Assistant Manager), and Johnathan Moore (HFOL Supervisor). He noted that their creative ideas and leadership made this year's festival possible for the agency to deliver a quality product to customers. In addition, he thanked Steve Hutton (Recreation Director), Renee Dickinson (Marketing Director), and Eric Stewart (Parks District Two Assistant Director) for their work on the Commission presentation.

Mr. Stewart noted that HFOL planning began in mid-summer. Staff agreed on the following guiding principles during the planning phase:

- maintain a safe environment for staff and customers;
- provide a meaningful experience;
- attract returning and new customers to continue or create holiday traditions; and
- continue profitable operation.

He noted that the following teams helped to set up the festival:

- HFOL Maintenance Team;
- Mini Light Crew;
- Display Preparation Team; and
- Staff Training Team.

He stated that setup went smoothly with the help of the weather.

Mr. Woodard reviewed the following regarding the festival entrance and driving experience:

- staff changes (more full-time staff utilized vs primarily part-time as in year's past);
- online ticketing;
- customer service (create memories and positive experiences);
- HFOL Traffic Study (patterns were studied on one of our busiest nights);
- new display technology and designs;
- concession drive thru with condensed menu;
- park center restroom area (only area allowed to get out of the vehicle and featured relocated displays and greeting cards);
- Santa's Attic Gift Shop (open daily, but closed at night to better manage traffic flow); and
- the visit with Santa (appointment only and half-wall to create 6-ft barrier).

Mr. Hutton reviewed the following regarding the festival program experience:

- Inclusive Santa Visits sold out (for families with a child with disabilities that included a sensory friendly environment and a Santa fluent in American Sign Language);
- Starlight Yoga sold out two nights (COVID modifications included reduced capacity, socially distanced, etc.);
- HFOL Fun Run/Walk sold out two nights (COVID modifications included reduced capacity, staggered start, etc.);
- 19 Holiday Greeting Cards created by local schools; and
- Roving Entertainment (i.e. Carolers, Mrs. Claus, etc) for 20 nights throughout the HFOL calendar.

Ms. Dickinson attested that this year's HFOL was an interdivisional effort. She noted her new appreciation for all that it takes to put on the festival. She stated that this year's Marketing theme was Let Your Heart Be Light. She reviewed Marketing's COVID related changes as follows:

- gate piece and scavenger hunt;
- #IFoundPalmetto (staff hid elf in a different location each night);
- HFOL Snapchat filter used over 2600 times and reached 175,000 people;
- great social media and public relations engagement;
- COVID-19 memorial display;
- HFOL reintegrated into the agency website and received over 178,000 page views (147,000 unique views); and
- record breaking TV coverage with over 1.4M viewers (\$179,554 in publicity value).

Mr. Woodard reviewed HFOL by the numbers:

- Starlight Yoga – 200;
- Fun Run – 1,100;
- Vehicles – 50,726 (5,830 sold online);
- Attendance – 182,500;
- Sold Out Sponsorship;
- 2020 Ornament – 2,736;
- Hot Chocolate – 11,982;
- Kettle Corn – 3,608;

- Chocolate Chip Cookies – 9,525;
- Santa Visits – 1,032; and
- Foundation Donations - \$2,084.

Mr. Woodard also shared a few Santa letters that were sent via JICP.

Mr. Manos stated that the constituents seemed to appreciate the staff's efforts despite the required changes necessary to keep all of the facilities up and running. Thanks to the constituents for paying the fees and taxes to thanks to the staff for all their hard work to make it possible.

Mr. Curry thanked Mr. Manos for his steady leadership, Mr. Greene for assisting with legal, and Executive Management for their hard work steering the agency during an unprecedented year.

VII. Next Meeting

Regular Commission Meeting, Monday, February 22, 2021, 5:30pm at CCPRC Headquarters, Charleston, SC

There being no further business, the meeting adjourned at 6:42 pm.

Respectfully submitted,



Collin Bruner, Chair



Shanté Ellis, Executive Administrative Manager